## FILM STARS BONDED TO PROTECT MORALS

Taylor's Murder Leads to Insertion of Clauses in New Contracts.

TO CLEANSE INDUSTRY

Organization Formed to Drive All Objectionable Persons Out of Power.

TRAGEDY'S WIDE EFFECTS

It Is Still a Mystery Despite Search Costing \$100,000-Victim Left \$10,000.

pecial Dispatch to THE NEW YORK HERALD. LOS ANGELES, April 23.—All hope of olving the mystery surrounding the noted film director, in his apartmen on February 2, has been practically oned by the police authorities and the members of the film colony. Nevertheless, the case still has its in uence upon that colony and seems o shadow many persons whose names ere brought into prominence in the forts to solve the riddle.

For one thing it has been in large neasure responsible for the driving rom power of Chief of Police Everingand the handling of the entire problem being sharply criticized from the outat and reaching a crescendo of dispproval as it became manifest that een obliterated by the investigators or disregarded by them.

ase have left the city or have suffered vous breakdowns. Henry Peavey, on days of dire need, finally going to an Francisco, where for a time he ated much attention, only to slip into round again, soon being lost to

Barl Tiffany, former chauffeur for Tayone of the most important wites of events immediately preceding the tragedy, is dead from causes not yet

the tragedy, is dead from causes not yet fully understood by the authorities. Mabel Normand, the last friend of Taylor's to see him before his death, has suffered a nervous breakdown and is in a hospital near this city. Mary Miles Minter, another friend of the slain man, first suffered a nervous breakdown and then recovered sufficiently to be taken to Hawaii for recuperation.

Edward Sands, former secretary to Taylor, who has been sought by State and Federal authorities in this country, in Canada and in Mexico, apparently has vanished without leaving a trace. Meanwhile a former soldier in the Canadan army has been arrested by the authorities and later exonerated after being questioned as to his possible relations with Taylor.

Perhaps the most promising clew developed in the fadeaway end of the investigation has been that brought to light by the discovery of a body closely resembling that of Sands in the sand on the beach in the vicinity of Santa Ana, near here. This man was a former service man, as was Sands.

The Taylor case has, entirely apart from the question of who was the murderer, tremendously affected Hollywood. It has resulted in the introduction of morality clauses into all contracts with stars. In addition it has resulted in a system whereby an actor, director or other important motion picture person can be honded aspired to the french Ambassador and Mme. Jusserand, Secretary of State and Mms. Jusserand, Secretary of Market Secretary Secretary of Market Secretary Secretary of Market Secretary Secretary Secretary Secretary of Market Secretary Secreta

\$100,000 Spent in Hunt.

Fire Swept Ballroom of New Willard Hotel



Continued from First Page.

Pont, McNary, Rawson and Calder were

Calder occupied rooms on the eighth They were fortunate in rescuing most of their baggage before the water

#### JOFFRE HERE TO-DAY NEW WILLARD FIRE ON FIVE DAY VISIT **ROUTS OUT GUESTS**

Faces Strenuous Schedule Before He Sails for France on Saturday.

The arrival of Marshal Joffre to-day began seeping through the ceiling.

n the last leg of his trip around the C. C. McChord, chairman of the Inte on the last leg of his trip around the

The arrival of Marshal Joffre to-day on the last leg of his trip around the world will mark the beginning of a strenuous five days for the veteran French military leader until he sails for France on Saturday.

An official welcome has been arranged by the Mayor's Committee on Receptions to Distinguished Guests, of which Rodman Wanamaker is chairman, which will meet the Joffre party at Pennsylvania Station on the train from Washington, which is scheduled to arrive at 3:11 P. M. Marshal Joffre will be accompanied by Mime. Joffre, their daughtet, Col. Isslay, Major Davey and Capt. Malliere, the Marshal's aids; Col. U. S. Grant 3d. and, perhaps, Hanaford MacNider, national commander of the American Legion; and Rodmen Wanamaker.

The Mayor will be waiting at the City Hall and a short ceremony will be held tendering Marshal Joffre will be greeted by various French societies. In the evening there will be a dinner at the Ritz-Carlton of the Academy of Arts and Letters, and later the Marshal and Letters, and later the Marshal and the vening his visit Marshal Joffre will be greeted by various French societies. In the evening there will be a dinner at the Ritz-Carlton of the Academy of Arts and Letters, and later the Marshal has an invitation to attend the aviator's ball at the Hotel Astor.

During his visit Marshal Joffre will take part in the celebration of the Gen. Grant and Moliere anniversaries.

GEN. PERSHING HOST

GEN. PERSHING HOST TO MARSHAL JOFFRE Distinguished Official Party

or other important motion pleture person can be bonded against defalcations in virtue just as cashlers are bonded against defalcations in money. It has also caused the formation of an organization comprising virtually all pranches of the motion picture industry, its avowed purpose being to drive from that industry all persons whose conduct in private is such that it is or may become a handleap to the profession. It also has caused, according to a well founded estimate, the publication within a sixty day period of more than three million words in various journals in this country and Canada dealing with either the new angles of the case or with moral, social and professional questions which it touched or was thought to have touched.

bassador and Mrs. Hughes, Secretary of State and Mrs. Weeks, Senator and Mrs. Weeks, Senator and Mrs. Freilinghuysen, Senator and Mrs. Weeks, Senator and Mrs. Weeks of State and Mrs. Weeks, Senator and Mrs. Weeks, Senator and Mrs. Weeks of State and Mrs. Weeks, Senator and Mrs. Weeks of State and Mrs. Mrs. Genstor of Wrs. In Treasury Mellon, Secretary of Warshinghusen, Senator and Mrs. Mrs. Genstor and

Cars Delayed Two Hours-Subwa

Frank G. Schrenkeisen of New Millonaire. It insily developed that his net estate to almost necessarily in the background. The time of pile death was appraised at close to 180,000 His death was appraised at the time of his death was appraised at the time of his death was appraised at the time of his death was appraised at the tim

New Jersey Legislator Will Detectives Capture James Lu-Reintroduce Bill Wrecked by Joker Amendments.

According to the proprietors of s ing goods and hardware stores the ness now being done in firearms in Jersey is unprecedented.

PROBLEM DIFFICULT

Largely on Foreignres.

BERLIN, April 23 (Associated Press)

### WOMAN TO RENEW BATTLE ON PISTOLS

several years efforts have been made to stop the easy purchase of firearms in New Jersey, but the bills that were introduced in the State Legislature never got beyond committee. This year Mrs. Katherine W. Brown of 9 Virginia avenue, Jersey City, Democratic member of the General Assembly, succeeded in putting through a bill, which, if it had gone unamended, would have made it necessary for every purchaser of a revolver or other dangerous weapon first to obtain a permit from the municipal authorities.

and burgiar, who boasts of stealing \$400,000 worth of valuables in 200 burgiaries, was arrested here last night. A trunk said by the police to ceiong terminate to Luzon, was located in Baltimore this often and brought to Washington. It contained a complete set of burgiars' tools.

The prisoner has been the terror of the city for a year. He admits that the has stolen approximately \$200,000

and night clothes.

At the height of the excitement Olga Petrova appeared seeking knights brave enough to rescue her magnificent wearing apparel on the ninth floor. Two Congressmen who after mature thought decided it would be just as well if they let tio actress have all the publicity attaching to the incident volunteered. They got one trunk down stairs. Mme. Petrova sized them up as inexperienced porters.

BERLIN FINDS ALIEN

Riotous Living There Blames

moments later they were told that the fire was above their heads.

Scenes in Peacock Alley.

The utmost in frankness accompanied the seneral debacle. One man was observed scooting down Peacock Alley with a large bottle under each arm. Sandals but no sceks covered his feet. His pajamas were his only clothing. He dragged a chair behind a large friendly paim and brazenly defied the Volstead law then and there. In a few minutes he had plenty of company. A woman appeared in night gown and cape. She was bemoaning the necessity of appearing thus informally in the nation's capital, but found solace in the fact that she had rescued her Pomeranian. The Pom and his owner took prominent seats in the alley and appeared to be nenjoying the excitement.

Eventually so much water fell from the soggy cellings that even Peacock Alley with a bed and oned. The dining room seemed drier. Likewise the refugees were getting hungry. Therefore breakfast was served. It was a most

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decrial. They have simply been rediscovered by

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themselves copy the coveted deep sea gem.

## NAB 'CLEVER JIMMY,' \$400,000 BURGLAR

zon and Find Vast Stores of Rich Plunder.

he has stolen approximately \$200,000

for the criminals of shrounders. Yeek tritted—the first place that see place that the house the detectives found two larges and brought the house the detectives found two larges and brought the sease with which he days are seen and by the house the detectives found two larges and brought the same that the house the detectives found two larges and brought the same that the house the detectives found two larges and brought the same that the house the detectives found two larges and brought the same that the house the detectives found two larges and brought the same that the house and the house the detectives found two larges and brought the same that the house and the house the detectives found two larges and brought the house case with which he days are stored that the house the detectives found two larges and brought the house and brought the house and brought the house and been an excellent that the house the detectives found the house and the house the detectives found the house and the house the detectives found the house and the house the detective from the house and the house the

#### Toronto's "Cellar Police" for Liquid Property

TORONTO, Ontario, April 23.—
This city now boasts a cellar police force to guard the liquid property of wealthy citizens. Two men accused of stealing seven teen cases of Scotch whisky from an uptown residence were cap-tured by a member of the cellar squad before the liquor got further than the lawn. The officer says he is employed to watch twelve cellars and that several men ar similarly occupied in Toronto.

Poole, and that she had left her husban in Cleveland a year ago for Luson. It he house the detectives found two larghand bags and one trunk complete fflied with jewelry, furs and silverwar The jewelry consisted of ropes of poarl brooches, sunbursts, rings and bracelet In the trung, and used to protect in the trung, and used to protect be jewels, were valuable fur coats and need pleces. In another house the detective found two more trunks filled with jewelry and silver.

Money to

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# BATTEN



# People won't think any such thing

PEOPLE don't think very much about what you do or say.

Your new suit of clothes, the new paint on your house, the thing you said in your last advertisement-none of these things made half the impression on others that you thought it would.

Many an advertiser has cut interesting matter from his advertisements because he was afraid "the public would misconstrue that," or "people might resent such a statement." Honestly now, did you ever hear of the public seriously resenting or misconstruing anything that was said in an advertisement?

People haven't that much

Our actions are not formed on cold, logical judgments, but are the results of untraceable impressions and instincts.

Consider this:

Not more than one man in a thousand can tell you why he smiles when he is amused or frowns when he is displeased. The other nineninety-nine say that it's the natural thing to do and let it go at that.

You cannot expect a person who does not know why he frowns to be accurate and explicit in his reasons for preferring one cigarette over another or one newspaper over all others.

People think. But their actions and preferences spring from something deeper than their thoughts.

Habit, iteration, and long, unconscious or semi-unconscious observation have their effect.

Do not fear that people will pick out some little phrase in your advertising and place a wrong construction on it. Fear rather that they will not be sufficiently interested to read

It is not being misunderstood that prevents an advertisement from getting action. Absolute indifference is the danger to avoid.

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